



FAX

Date 12/23/97

Number of pages including cover sheet 2

TO: Charlie Iszard
Amerada Hess Corp.

Phone

Fax Phone 732-750-7163

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
400 Raritan Center
Parkway
Edison, NJ 08837

Phone 732-225-4774

Fax Phone 732-417-9076

CC:

REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

Charlie:

Attached is a non compliance report for your Dayton Mart # 09361. It appears that Philip Morris continues to add permanent advertising pieces. Consequently, we're at a tremendous disadvantage. PM has:

- 9 pump toppers
- 4 vertical price signs
- 2 Marlboro neons
- 1 window pricer
- Basic Display in a self-serve counter position
- Waterfall display

This store looks like a PM Exclusive location.

Bottomline, we don't have our required 25% of the total advertising.

Is there anything that can be done?

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basic display has more than 24 facings
h clements 12-18-97

086095	HESS MART #09334	PACK OUTLET L2G	1	1	3	12/18/97	DELETED
233207	12690 MCGREGOR BLVD	PK AC MAT L3G	1	1		12/18/97	
FL 54	FORT MYERS	PK OUTLET BHMC	1	1	3	12/18/97	DELETED
	FL 33919						

233221 079422 DIMARIA, JOHN 12/18/97

NOTES:

Full price display was not loaded properly and the store did not have the necessary product to fill it. Issued a warning several months ago for the same infraction.

756875	HESS MART 9361	YES PACK OUTLET L2G	1	5	12/15/97	WARNING
233502	2675 W INTERNATIONAL	PK AC MAT L3G	1		12/15/97	
	DAYTONA BEACH	PK OUTLET BHMC	1		12/15/97	
	FL 32114					

233528 080362 GILLESPIE, TRACEY M 12/15/97

NOTES:

WE ARE AT A DISADVANTAGE IN THIS STORE FOR SIGNAGE. PM HAS 9 PUMP TOPPERS WITH PRICING. 4 VERTICAL PRICE SIGNS ATTACHED TO POLES HOLDING UP CANOPY OVER PUMPS. 2 MARLBORO NEON SIGNS 1 WINDOW PRICER SIGN. BASIC DISPLAY IN SELF SERVE POSITION ON FRONT COUNTER. WATERFALL CARTON DISPLAY. TG 12/22/97

***CODES:

0 CONTRACT IN COMPLIANCE AFTER PREVIOUS NON-COMPLIANCE RECORDED
1 NON RJR PRODUCT ON DISPLAY
2 NO DISPLAY
3 INSUFFICIENT MERCHANDISE ON DISPLAY
4 ADVERTISING REQUIREMENT NOT MET
5 IMPROPER LOCATION
6 DISPLAY OBSTRUCTED
7 CONTRACT CANCELLED BY ACCOUNT

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TRANSMISSION VERIFICATION REPORT

TIME : 12/23/1997 09:38
NAME : RJ REYNOLDS
FAX : 7324179076
TEL : 7322253765

DATE, TIME	12/23 09:38
FAX NO./NAME	7507163
DURATION	00:00:40
PAGE(S)	02
RESULT	OK
MODE	STANDARD ECM

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